

Dear Chris,

I'm glad that you won one million HK dollars after taking part in the 'One Minute Challenge to Win'. I heard that you want to run a high order snack shop but you are still wondering which is the best location. Let me give you some advice!

When comparing two choices, you have to consider the affordability. The rent of the shop at Shek Yam Shopping Centre is definitely lower than that at Citywalk, but the purchasing power of target customers is also lower. So you have to strike a balance between the cost and the money you can earn. For accessibility, it's more convenient for customers to go to Citywalk because it can be accessed by Mass Transit Railway, buses and minibuses. People from all over Hong Kong can go to Citywalk easily.

With reference to the above factors, I highly recommend you operate your snack shop in Citywalk. People who go there tend to be richer and thus have higher purchasing power. The middle class should be your target customers and luscious goods are favourable for them. As a result, you should start the snack shop at Citywalk.

I hope you will find my advice useful and run your shop smoothly.

Regards,
Sean